

A large red circle is positioned in the upper left quadrant of the page. It contains the text 'AR: Review 2010' in white, bold, serif font.

**AR:  
Review  
2010**

A new  
framework for  
best practice  
annual report  
information  
design.

Truly Deeply  
Brand Strategy & Design



# Your Company's Brand; what is it you stand for?

**We have a question. Why is it that so few annual reports reflect the values, professionalism and personality of the brands they represent?**

Of all the criterias we have identified for putting-together truly great annual reports, almost across the board, brand communication is the area of poorest performance. At a time when most organisations are consciously, and actively investing in their brands, we find it astonishing that a channel of communication as critical as business to investor is so often seen as separate to the imperative of the brand.

## **Best Practice Principles**

- Does the report present a strong reflection of the organisation's identity, values and culture?
- Does the tone of voice of the report writing match the brand voice? Does the visual language of the annual report reflect the brand personality?
- Is there a clear and engaging theme or storyline woven through the report underscoring the market proposition and key messages of the brand? Do you walk away from reading the report with a strong sense of what the brand stands for?
- If the brand identity owns specific visual properties such as a brand colour, have these properties been effectively incorporated into the report design in a way that complements the overall communication?

*'Does this document show the organisation in a good light in terms of 'public persona'?' Criteria statement: IPAA Annual Report Awards Program. Institute of Public Administration Australia.*

*Does the report help the 'CEO to tell the story about how they manage for outcomes and meet their customers and stakeholders needs..?' Adjudicators Report: QPS Annual Report Awards Program. The Institute of Internal Auditors Australia.*



. Our approach to corporate responsibility focuses on seven key areas where what we do and how we do it has a particularly significant impact on the world around us.

**CUSTOMERS**  
*We believe our customer service differentiates us from our peers. Our aim is to provide best in class levels of service so that occupiers and clients choose us as their business partner.*

**EMPLOYEES**  
*We employ 1,700 people across the Group and aspire to be the professional sector's employer of choice. The*

**AND SAFETY**  
*committed to taking every*

Land Securities Annual Report 2008

**I'm Not A Printed Report**

Also available online...  
[www.sainsbury.com/food2008](http://www.sainsbury.com/food2008)

**I'm Not A Printed Report**

**J Sainsbury plc**  
 Annual Report 2008

Sainsbury's has sold Fairtrade goods since 1994. To celebrate the 100% conversion of our bananas to fairtrade, in August 2007, we launched 'The Sainsbury's Fair Development Fund' to support initiatives over a four-year period.

**FEED YOUR FAMILY FOR A FIVER**

PLAY

At Sainsbury's customers do not have to compromise on food quality when shopping on a budget.

**I'm NOT A Plastic Bag**

Sainsbury plc Annual Report and Financial Statements 2008

If you would like to know more about our methodology for transforming good annual reports to great shareholder communications and how it may be applied to your report, call our client services director Malcolm on (03) 9693 0000.